

Ultra Low Tar (0 - 6.4 mg Tar) Brands
(Based on YE 1997 Sales TITL MS #40)

Manuf	Brand Packing	Tar	Nicotine	1997 YE Sales, Billions			
RJR	Now 100 B	-0.3	0.00	0.0031			
RJR	Now KSF B	-0.2	0.00	0.0024			
RJR	Now KSF	0.9	0.13	0.3060			
RJR	Now KSF M	1.0	0.14	0.1223			
RJR	Now 100 M	1.6	0.19	0.6072			
RJR	Now 100	1.9	0.24	0.8785			
RJR	Eclipse Mid KSF B	2.1	0.10	0.0025			
RJR	Eclipse Mid KSF M B	2.1	0.09	0.0018			
RJR	Eclipse KSF B	2.9	0.12	0.0017			
RJR	Eclipse KSF M B	3.2	0.14	0.0013			
RJR	Monarch Ult KSF	3.6	0.32	0.1256			
RJR	Best Value Ult KSF	3.7	0.32	0.0454			
RJR	Sterling Dsct Ult 100	3.8	0.33	0.0177			
RJR	Doral Ult KSF Dsct	4.1	0.34	1.1945			
RJR	Monarch Ult 100	4.1	0.35	0.3524			
RJR	Best Value Ult 100	4.1	0.35	0.1492			
RJR	Sterling Dsct Ult 100 M	4.2	0.36	0.0211			
RJR	Vantage Ult 100	4.3	0.43	0.7053			
RJR	Winston Ult 100	4.4	0.43	0.9219			
RJR	Vantage Ult KSF	4.4	0.43	0.7431			
RJR	Doral Ult 100 Dsct	4.5	0.37	3.9210			
RJR	Camel Ult KSF	4.5	0.44	0.2002			
RJR	Vantage Ult 100 B	4.6	0.46	0.1246			
RJR	Salem Ult 100 M	4.7	0.45	1.5296			
RJR	Salem Ult KSF M	4.7	0.46	1.1141			
RJR	Camel Ult KSF B	4.9	0.46	0.1981			
RJR	Winston Ult KSF B	5.0	0.46	0.1707			
RJR	Vantage Ult KSF B	5.1	0.48	0.1238			
RJR	Camel Ult 100 B	5.1	0.50	0.1434			
RJR	Winston Ult KSF	5.3	0.50	0.8916			
RJR	Winston Ult 100 B	5.7	0.54	0.1691			
PM	Merit Ultima KSF B	0.8	0.10	0.2179	20.35	PM Total ULT Sales	
PM	Cambridge Lowest KSF Dsct	0.8	0.13	0.0680	4.24	PM ULT SOM	
PM	Merit Ultima KSF	0.9	0.12	0.2302			
PM	Bristol Lowest KSF	1.0	0.14	0.0029			
PM	Cambridge Lowest 100 Dsct	1.7	0.21	0.1964			
PM	Merit Ultima 100 B	1.9	0.21	0.2150			
PM	Merit Ultima 100	1.9	0.21	0.2592			
PM	Bristol Lowest 100	1.9	0.23	0.0055	0.92	Merit Ultima Total	
PM	Merit Ult KSF M	4.3	0.44	0.4799	0.19	Merit Ultima SOM	
PM	Merit Ult KSF	4.9	0.49	1.6025			
PM	Marlboro B&W Ult KSF B	5.1	0.44	0.8187			
PM	V Slims Sslm 100 M B	5.1	0.48	0.4501			
PM	Merit Ult KSF B	5.1	0.49	1.3102			
PM	Merit Ult 100 M	5.3	0.51	0.4290			
PM	Cambridge Ult 100 Dsct	5.4	0.46	0.9862			
PM	Bristol Ult 100	5.4	0.46	0.0263			
PM	V Slims Ult 100 B	5.4	0.50	1.5159			
PM	V Slims Sslm 100 B	5.5	0.53	0.2604			
PM	Basic Ult KSF	5.6	0.47	1.2355			
PM	V Slims Ult 100 M B	5.6	0.51	1.2977			
PM	Basic Ult 100	5.6	0.48	2.5186			
PM	Marlboro B&W Ult 100 B	5.6	0.52	0.5443			
PM	B&H Dix Ult 100 M B	5.8	0.51	1.6374			
PM	Merit Ult 100 B	5.8	0.55	0.6667			

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